

## Statistics

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### Population (2003)

Idaho:	868,134	metro	(0.3% of total U.S. metro)
	<u>498,198</u>	non-metro	(1.0% of total U.S. non-metro)
	1,366,332	total	

United States:	341,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Idaho:	162,490 jobs	(21.4% of total Idaho employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

Idaho:	25,017	(1.2% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Idaho:	470 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Idaho:	\$3.9 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #20**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cattle and calves	976,261	2.6
Dairy products	917,786	4.5
Potatoes	706,311	23.3
Wheat	294,310	5.3
Hay	268,026	5.8

### **Market Value of Agricultural Products Sold Directly to Consumers (2002)**

Idaho: \$5.9 million  
United States: \$812.2 million

### **Farmers Markets (2004)**

Idaho: 26  
United States: 3,617

### **Market Value of Certified Organic Commodities (2002)\***

Idaho: \$25.3 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

### **Certified Organic Acreage (2001)**

Idaho: 84,048 acres  
United States: 2,343,857 acres

### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Idaho: 1  
Total: 96

## **Marketing Products and Services**

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### **Specific to Idaho**

#### **Farmers Market Workshop Held in Boise**

In February 2006, the Farmers' Market Coalition (FMC) held a workshop in Boise on forming and managing farmers markets. The workshops were held in conjunction with Rural Roots'

*Connecting the Farm to the Community* conference. FMC partnered with Rural Roots, University of Idaho Small Farms Program, Capital City Public Market, Northwest Coalition for Pesticides, Land Trust of Treasure Valley, and Idaho Smart Growth. The workshop was sponsored by AMS.

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$50,000 was awarded to the Idaho Department of Agriculture, in cooperation with the Idaho Potato Commission and the Potato Growers of Idaho, to conduct a national survey to assess the preferences and buying habits of consumers of fresh potatoes.
- In 2002, \$35,175 was awarded to the Idaho Department of Agriculture, in cooperation with the Idaho Barley Commission and the Montana Wheat and Barley Commission, to assess the impact of full implementation of NAFTA provisions on U.S. exports of malt and barley to Mexico, and to identify strategies to maintain and expand market share.

### **Regional Interest**

#### **Idaho Ranchers Attend Conference**

In November 2005, the Northern Regional Successful Strategies for Farmers and Ranchers Conference, sponsored by USDA's Risk Management Agency, was held in Billings, MT. Livestock production and marketing, and agricultural risk management were highlighted at the conference. Individual workshops addressed alternative farm enterprises, organic and hydroponic farming practices, and other methods for small and medium-sized agricultural producers to remain economically viable in a rapidly changing market environment.

Conference attendees included farmers, ranchers, Tribal leaders and members, community based organizations, and others from Alaska, Idaho, Montana, Oregon, North Dakota, South Dakota, Washington, and Wyoming. AMS handed out literature on direct farm marketing practices, including copies of *Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), a study developed by AMS in collaboration with Texas A&M University.

#### **Marketing Study Pays Off for Potato Farmers.**

The potato commissions of Idaho, Washington, and Oregon, in cooperation with Washington State Department of Agriculture, received a \$50,000 Federal-State Marketing Improvement Program grant in 2001 to provide technical information about the characteristics of U.S. chipping potatoes to Japanese snack food processors. While in Japan, officials learned of potential opportunities in the South Korean market, and some of the materials developed for the Japanese presentations were used during meetings with South Korean processors to discuss the quality and year-round availability of chipping potatoes from the Northwest. Over the intervening months, more information was exchanged, and South Korean buyers visited Washington State to tour potato fields, packinghouses, a chip processing plant, and the Port of Seattle. Nearly five million pounds of fresh potatoes have been shipped to one of South Korea's largest snack food processing companies. A report of the project is available at *Building the Foundation for the Export of U.S. Chipping Potatoes to Japan* (PDF).

#### **Weed-Free Hay**

In cooperation with officials in Wallowa County, OR, AMS investigated the nature of growing

consumer demand for weed-free hay and straw products in Western States, and assessed the sales potential of this marketing channel for small/medium-sized farm operations. The report was published as "Making hay, the right way" (PDF) in *Rural Cooperatives* magazine.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

#### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.